A Telling Stroke of Economic

5c to \$2.00 Dress Trimmings On Sale at

Infant Is Bc, 25c, 50c Yd. Chimpan this sale we offer odd

2 Net Vestees fork, drinking frough other feats. With Attached U. S. CHILD Lace Collar

at 98c

Women's Narrow Leather Belts 50c Values 25c

> of fly dozen being in the of novelty leathers and t leathers in all colors; est values ever offered for special for this sale. Goldsmith's Main Floor.)

\$2.00 to \$4.50 Venise Lace Allovers On Sale at **\$1.**00 a Yard

Men's 15c Handkerchiefs 10c

Men's 25c Handkerchiefs 15c

Women's 20c Handkerchiefs 15c

and the state of t

Women's 50c Linen Handkerchiefs 35c

(Goldsmith's Main Floor.

new standards of value-giving-standards that we are hard put to to better each succeeding year.

Each year midway in the July Clearing Sale comes this event to set

These two pages are crowded with worth-while savings on the sum mer's most wanted merchandise—quality merchandise of essential styl appeal most in demand now.

The Summer's Most Charming Frock Fashions

Interpreted In Scores of Delightfully Youthful New Modes

This sale offers some of the most pronounced values you have had a chance to buy in months—thousands of the newest, freshest, most desirable summer silk and tub frocks marked at prices that really represent about half the regular worth of the dresses themselves.



A Big-Value Corner For Boys Savings on Cool Summer Wearables

Boys' \$10 Palm Beach Suits \$6.75 Smart Palm Beach Norfolks for boys-just the suits all boys are

wanting for hot weather wear; they are made of the genuine Palm Beach cloth; skeleton lined; regular \$10.00 suits at \$6.75. \$3.00 Palm Beach Knickerbockers, \$2.50 Pair

Boys' Summer **Shirts \$1.25**

Boys' shirts in popular neckbank style, of fine materials in neat summer patterns; a limited number of our best shirts in this sale at \$1.25.

Blouses \$1.50 to \$2 Values \$1

These blouses are surely good values; made in sport style of plain white and colored materials; samples and seconds of regular \$1.50 and \$2.00 blouses,

Boys' Soft Collars, Madras and Percales, 5c Little Boys' Wash Suits \$1.88

\$2.50 and \$3.00 Values

Cunning little wash suits in "Oliver Twist," Beach and two-piece styles of plain white and fast colored materials; sizes 2 to 8 years; the best suits made to sell for \$2.50 and \$3.00, on sale Friday at \$1.88. (Goldsmith's-Second Floor.)

Wanted Wash Fabric Specials

Sheer White Voiles 75c-\$1 Values 39c

40-inch white voiles; fine and sheer and regular 75c and \$1.00 grades, in this sale Fri-

Special Friday, 29c Yard Dainty Dotted Swisses

\$2.25 Quality, \$1.25 Yd. Our entire stock of 32-inch imported dotted swisses that sell regularly at \$2.25, to clear them out Friday, special, \$1.25

special for Friday at \$8.85 a pair.

59c White Suitings 43c Genuine Racquet Cloth

Genuine "Racquet" cloth; a beautiful linen finished material for children's wear and muurses' uniforms; regular 59c · quality at 43c a yard. White Dimity-100 Bolts-Splendid 45c Quality

> Mercerized Soisettes 98c Quality, 63c Yard shirtings; a fine silky mate-rial in wanted plain colors;

> > on sale at 63c a yard.

regular 98c per yard value,

A Double-Header White Shoe Special Women's \$11.00 White Linen Oxfords, \$8.85 Pair

Women's \$ 8.50 White Linen Oxfords, \$5.85 Pair • At \$5.85 White linen exfords with hand turned At \$8.85 These beautiful white linen exfords and light welt soles; high covered Louis and Baby Louis heels; our regular \$8.50 oxfords, in this spehave hand turned soles and full height covered Louis heels and are our regular \$11.00 values, offered

DEPENDABLE HOUSEHOLD NEEDS For Summer Kitchens and Dining Rooms

neat border decorations

full 50-piece set; a regu-

lar service for 6 people;

special for this sale,

50-Pc. Dinner Sets, Spl. \$13.95 Handsome china dinner sets, with



White Enameled Bath Stools \$2.50 Values \$1.98 White enamel bathroom stools; strong and durable; regular \$2.50 value, for this sale \$1.98. Auto-Seal Fruit

Jars, Quart Size 49c Doz. "Schram" automatic seal wide-mouth fruit jars; quart size, com-plete with tops; per

dozen 49c.



Special \$3.23 Heavy block tin wash boilers, with strong handles; a good value, Friday

at \$3.23.



Electric Iron

All nickel-plated electric fully guaranteed; "Nicrome element; 6-pound size on se

Baby Bath Tub \$5 Value \$3.4

White enamel baby bat with rolled edges: largest egular \$5.00 value, in thi Friday, at

Ripple Wool Sweaters \$5.98 and \$7.98

Big reductions on handsome wool sweaters in popular ripple effects; all wanted sport shades; special for this sale, \$5.98 and \$7.98.

(Goldsmith's-Third Floor.)

\$4.50 and \$5.00 Georgette Waists at \$3.29

Scores of pretty styles, made of fine quality georgette in light summer shades; beaded and lace trimmed effects; wonderful values at the regular price, reduced to \$3.29.

(Goldsmith's-Third Floor.)

\$3.50 Children's Dresses 98c

cial Friday sale, at \$5.85 a pair.

Just the styles little girls are wanting for present wear; fashioned of good grade gingham in pretty colorings; sizes 6 to 14 years; regular \$3.50 values, in this sale at 98c.

(Goldsmith's-Third Floor.)

\$5.00 Girls' Dresses at \$1.98

A good chance to save on girls' pre summer dresses—a great assortment of style to choose from; fine materials, beautifully made; regular \$5.00 values at \$1.98.

(Goldsmith's-Third Floor